

**APPROVED**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**  
**CITY HALL**  
**8<sup>th</sup> FLOOR CONFERENCE ROOM**  
**100 NORTH ANDREWS AVENUE**  
**FORT LAUDERDALE, FL 33301**  
**OCTOBER 11, 2016, 3:30 P.M.**

MEMBERS	September 2016 – August, 2017				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Greater FTL Chamber of Commerce <u>Eduardo Fernandez</u> , Chair	P	1	0	1	0
Marriott Courtyard <u>Bill Cunningham</u> , Vice Chair Thomas Miller, Alternate	P	1	0	1	0
B Ocean Fort Lauderdale Jean Capps Michael Dutton, Alternate	A	0	1	1	0
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Kristiann Galati, Alternate	P	1	0	0	1
Beach Redevelopment Adv. Board <u>Ina Lee</u>	P	1	0	1	0
Bahia Mar <u>Tiffany Davis</u> (left at 5:16 p.m.) John Hopwood, Alternate	P	1	0	1	0
Ritz Carlton Hotel <u>Greg Cook</u> (arr. at 3:36 p.m.) Monique Soriano, Alternate	P	1	0	1	0
Conrad Hotel, CFLB Partnership LLC <u>Martin Wormull</u> (arr. at 3:32 p.m.)	P	1	0	1	0
The Westin Ft Lauderdale Beach <u>Bruce Roy</u> (arr. at 3:38 p.m.)	P	1	0	1	0

**Staff**

Donald Morris, AICP, Beach CRA Manager  
Dan Barnett, BID Manager

Cija Omengebar, Economic Development Aide  
Lizeth DeTorres, Administrative Aide  
Jamie Opperee, Prototype, Inc.

**Presenters and Guests**

Ari Glassman, President, rAv Communications  
Kate Reed, B. Lilley Productions  
Bryan Lilley, B. Lilley Productions  
Steve Webster, B. Lilley Productions  
Phillip Marro, B. Lilley Productions

**I. Call to Order / Roll Call / Quorum**

Chair Fernandez called the meeting to order. At this time there are 9 appointed members to the Board, which means 5 would constitute a quorum.

Roll was called at 3:31 p.m., and it was noted there was a quorum.

**II. Approval of August 8, 2016 Meeting Minutes**

**III. Approval of September 19, 2016, Meeting Minutes**

[Mr. Wormull arrived at 3:32 p.m.]

**Motion** made by Ms. Lee, seconded by Ms. MacDiarmid, to approve the minutes of the August 8, 2016, minutes and the September 19, 2016, minutes. In a voice vote, the motion passed unanimously (7-0).

**IV. Fort Lauderdale Airshow – Kate Reed, B. Lilley Productions**

Bryan Lilley showed a PowerPoint presentation on the 2017 Airshow. He shared highlights of the 2016 show, including costs, logistics, and mitigation of impact.

[Mr. Cook arrived at 3:36 pm.]

Mr. Lilley stated they are targeting the first week of May for the 2017 show to coincide with Fleet Week. He said that the Broward Navy Days Board makes the decisions for Fleet Week, and he believed they were interested in growing the Air Show as well as Fleet Week. The two events could complement each other, and Chair Fernandez commented that the event will not conflict with Mother's Day in 2017.

Mr. Lilley advised they are creating "family packs" that include food and kid zones for the show, and they are going to take advantage of integrated promotional events with hotels, the CVB, etc.

Ms. Lee mentioned they should aim for attracting “higher-end” visitors who might take suites in the hotels. She also mentioned the traffic handling was excellent for the 2016 event.

Mr. Cook wondered if the companies that build airplanes attend the show, and Mr. Lilley said they do in certain markets where they have a community presence. He said Pratt and Whitney were there in 2016. Mr. Cook thought that would create an opportunity for sponsorships.

Chair Fernandez said that he and Ms. Reed had discussed advertising, promotion, and marketing, and he said he wanted to see more done in those areas at an earlier time. He also challenged the team to come up with a different line-up so they could stretch the event over two days, thereby encouraging people to stay overnight. He endorsed the idea of getting higher-end clientele.

Mr. Lilley commented that they started advertising for the show immediately after the last show, and it was in the program book. He suggested several ideas for a Sunday event, such as having a sea portion of the event.

Vice Chair Cunningham mentioned bringing back the wave-runner acrobats, who were very popular. He also wondered if they could have any helicopter rides or a similar attraction when there are no planes in the air. Mr. Lilley said the launch pad could be problematic.

Ms. Lee thought locals might consider a stay-over on the beach at the west end to avoid traffic on both days.

Mr. Barnett asked what their estimate is for the total number of attendees of the beach and the number of attendees inside the paid area. Mr. Lilley estimated 5,000 to 6,000 inside the paid area per day, and perhaps hundreds of thousands overall. Vice Chair Cunningham figured that over a million see the show from some vantage point.

Mr. Lilley stated they had over 1,000 visitors on the website in real time at one time during the Friday practice.

Chair Fernandez advised that they are asking \$100,000 for the 2017 show. He recalled that they initially approved \$75,000 the prior year with the understanding that the CRA would contribute also. However, the CRA reduced their funding, and the Air Show asked for an additional \$25,000, which was approved. However, the guidelines call for stepped funding as events grow toward self-funding in three years.

Since the event is so large this year, several Board members spoke in favor of funding the full \$100,000, with Chair Fernandez stating that he thought they should stay with \$75,000 because they need to monitor their principles in event funding. He feared more groups would complain if they cut back funding for their events but not for the Air Show.

He did comment, however, that the event was “world-class.”

**Motion** made by Ms. Lee, seconded by Vice Chair Cunningham, to fund the Air Show for \$100,000. In a voice vote, the motion passed unanimously (8-0).

**V. Friday Night Sound Waves Bid Funding Application – Arianne Glassman, rAv Communications**

Ms. Glassman gave a PowerPoint presentation on Friday Night Sound Waves, noting that the event gives locals an opportunity to be a part of the beach scene and to become ambassadors for visitors. She showed a recap of their marketing initiatives for 2017.

As part of her presentation, Ms. Glassman noted the following:

- Participation of STEAM
- Engage large local corporations that have environmental concerns
- Working budget for a 36-week series
- Revenue was \$194,500 and the net will be approximately \$8,000

Ms. Glassman said they are asking \$150,000 again, since they need more money (\$100,000) to grow it this year. That money will cover a salary for her, a different agency for public relations, and a dedicated social media person. She spoke of the value of shared videos of the event on social media.

Chair Fernandez wondered how they plan to make up the gap in increased expenses, and Ms. Glassman said they are going to pursue grant dollars through their nonprofit affiliation with STEAM. In addition, she is in discussions with two banks for sponsorships, and Kids Ecology Tour offers grants. She mentioned several other negotiations underway with sponsors.

Chair Fernandez asked about the 2018 opportunity, and Ms. Glassman said the Cultural Tourism Grant would be a maximum of \$65,000, Flippany is a possible sponsor, and TD Bank and Ikea have grant opportunities. They would like to have a VIP section. She said the number of funding opportunities should grow significantly in 2018. Ms. Glassman added that she hoped the BID would support the event at some level because of the marketing for the area.

Ms. Lee spoke about the success of the event, singling out Patxi as a major promoter. Ms. Lee added that Commissioner Dean Trantalis told her he could see the event as a major event for that area in the future. She also mentioned it has a potential to grow business beyond the restaurants.

Ms. Glassman mentioned that radio advertising has been widespread, and locals really liked the Great Beach Getaway Giveaway.

In response to a question by Ms. Davis, Ms. Glassman said the average attendance is about 300 and has increased tremendously since the event started in March. She noticed the people are coming even an hour before it starts to set up their chairs and pop-up tents.

Mr. Morris commented that it is difficult for him to get there by 5:30 p.m., and Ms. Glassman said they are changing the time to 6:00 p.m. to 9:00 p.m. The village for the kids would open at 5:30 p.m. They need to consider the lighting as well.

**Motion** made by Ms. Lee, seconded by Ms. Davis, to approve the \$150,000 request for funding for Friday Night Sound Waves.

Chair Fernandez commented that they are growing expenses for promotion, which he understood, but hoped to see a reduction the next time.

In a voice vote, the motion passed unanimously (8-0).

## **VI. BID Manager Update – Dan Barnett, BID Manager**

Mr. Barnett distributed a draft for a 2017 Special Events Calendar, which includes potential funding amounts. He said the calendar would help them identify pockets of time for special events.

Mr. Morris reported that the City Commission will discuss events that occur during turtle season at their next meeting at the Conference Agenda (October 18) and advised the Board to keep that in mind.

Ms. Lee spoke about the Incidental Take permit, which involves events and lighting on the beach. Mr. Morris clarified that the City Commission will be discussing events, and the permits take a long time to obtain. He added that Fish and Wildlife is getting more restrictive about having events on the sand. Events on the beach sponsored by the BID during turtle season include July 4<sup>th</sup> and the Air Show.

Mr. Morris said the Commission wanted the “right number” of events on the beach, and Chair Fernandez said the Board might have to take a position to support only certain events.

Mr. Barnett believed the most serious matter of contention amongst City Commissioners with the Rip Tide Music Festival was how many days the South Beach parking lot would be taken away from the public. He said South Park as a destination for events needs to be used sparsely.

Regarding the calendar, Mr. Barnett said he compiled it with the assistance of the Parks and Recreation Department Special Events staff. It was noted that the Swatch

volleyball event is not on the calendar and is February 3-11, 2017. That event takes up 20 days in and out.

Chair Fernandez suggested color coding the events on the calendar to make it easier to discern which events are associated with the BID, which events are volleyball, etc. He clarified that Fort Lauderdale Beach Park is at the South parking lot.

Discussion ensued about the events as the Board reviewed the calendar. Mr. Barnett said he would obtain information about the event on November 19-20. Chair Fernandez suggested putting "Light Up the Beach" under City events. It was noted that the Light Up the Beach event is going to be expanded this year, with more of it happening on the sand.

Mr. Roy spoke about several runs that are being re-routed or rescheduled to the beach, such as the Jingle Bell Jog and Covenant House Run, due to the Panthers ice rink being built in downtown.

Mr. Barnett wondered if they could have another major event on the beach during turtle season on Fort Lauderdale Beach in addition to what is currently scheduled. Chair Fernandez and others thought it might be possible.

Chair Fernandez asked that the calendar be color coded with a legend in a monthly calendar format.

Ms. Lee commented that the City Commission needs to understand the BID's initiatives and goals, and she felt they needed another joint meeting with them.

Discussion ensued about whether to have the calendar on the website [myfortlauderdalebeach.com](http://myfortlauderdalebeach.com), and Mr. Barnett said that most of the events are already on there.

Chair Fernandez believed the Board should fine-tune the RFP for a world-class event (as discussed at their workshop meeting) and when they have a "final" draft, set up a meeting with the Mayor and City Commissioners. They should point out all the events approved by the City Commission versus those supported by the BID, and the potential to add more events.

Mr. Cook suggested that the hoteliers should point out the historically slow dates, and also preferred dates. Mr. Morris asked that all members do so and then forward the information to Mr. Barnett by October 31, 2016, including information on room rates and historical occupancy.

Mr. Wormull mentioned that the November 19-20 event is a jet ski race.

Regarding an art event, Mr. Morris said he will bring it up to the BRAB's next meeting on

October 17, 2016. He added it would be good to have a joint meeting during one of the board's regularly scheduled meetings. After discussion, they decided to try and have it at the next BRAB meeting, which would be on November 21, 2016. Chair Fernandez suggested a brief joint meeting, and then adjourn for the BID meeting. The regularly scheduled meeting for the BID would be cancelled. Mr. Morris will check with the BRAB.

Mr. Barnett said that he and Mr. Morris thought they should send a Communication to the City Commission in support of wi-fi throughout the beach.

Regarding the charging stations, Mr. Morris stated he was concerned that they would encourage folks to congregate at the station and take away from a family atmosphere.

Mr. Barnett advised that two kiosks will be included in the CRA design for the project now called Oceanside Park.

Mr. Barnett also mentioned that the boat race that was discussed could be included in the upcoming RFP.

Mr. Barnett will attend the City Commission meeting on Tuesday, October 18, 2016. He asked if there was anything the Board would like him to communicate at that meeting. Mr. Morris noted that this Board would be supportive of an Incidental Take permit. Chair Fernandez wanted the color-coded calendar to be ready, and he and Mr. Barnett will work on that.

Continuing his report, Mr. Barnett mentioned that Huka will possibly bring in a funding application. In addition, he said they did not get an application from Island Company for the grand-opening event, and Mr. Cook advised that the Island Company was not going to have the event after all.

Mr. Roy asked for a status report on the emergency phone stations, and Mr. Morris said staff is discussing logistics and if they need to be hardwired. He thought they should generally be on the beach side and said it is hard to get them done on the east side because **construction on the lights has already taken place**. Chair Fernandez wondered if it would be possible to tie it in to the infrastructure on the east side, but Mr. Morris said it probably could not be tied in because it would involve separate wiring. He advised he will look into it further.

Chair Fernandez recalled that they wanted the crime reports on a quarterly basis, and they were going to invite somebody to present on the Ambassador program. He said he has a handout from the Beach Council presentation on the program, and Ms. Lee said that Jim Ellis (who has been involved with the Ambassador program downtown) would be happy to talk to the Board. Ms. Lee mentioned that the City split the cost with the downtown area to fund their Ambassador program (the downtown corridor). She wanted to have details on that.

Mr. Cook asked if they could have the crime report emailed out instead of waiting for a meeting, and Mr. Morris clarified that reading a report may lead to false assumptions. He said he would look into it so members could be prepared in advance of the meeting.

Chair Fernandez requested that for every meeting going forward, they have the following two documents: the working projection of monies (but not an actual budget), and a chart recapping objectives from the workshop.

Ms. Lee wondered what would happen to committed funding in the case of a hurricane if they needed money to rebuild the beach. Mr. Morris commented that if funding went down, they would have to adjust their work program. Chair Fernandez added that if something occurred, the coffers are full at this time, which would cover them for at least a year. Mr. Morris said he would send a copy of a study about what is allowed in terms of what the BID can spend money on.

## **VII. Communications to City Commission - None**

## **VIII. Old/New Business – Donald Morris, Beach CRA Manager**

Mr. Morris spoke about Food and Beverage on the Beach, noting that the Board had agreed to pay for recycling and trash receptacles at all the lifeguard stands. The receptacles have been purchased (per City design standards). They have 10 of the dual receptacles which are concrete and very heavy.

Mr. Morris said that five businesses had submitted applications, all of which are near expiration, and they are getting ready to put the receptacles at various zones (6, 7, 10, and 11). There is an agreement already in place with the Parks and Recreation Department as to where they will go.

Mr. Morris stated they need the businesses to renew their applications in order to have food and beverage service on the beach. Since the receptacles are heavy and expensive to install, he wondered how many they should install and where. He recommended one at each zone, given the interest and amount of trash.

Chair Fernandez commented that perhaps they should not be just at lifeguard stations, since some other areas of the beach see much more trash, such as Beach Place and in front of Primanti's. Mr. Morris advised the receptacles were purchased specifically for the Food and Beverage program. In addition, the Parks and Recreation has to empty them, so they will have a say in where the receptacles go. However, they can modify the agreement with the Parks and Recreation Department.

Chair Fernandez argued that the trash receptacles should be in the places where they are needed. He remarked that it would not be more work for the City staff, since right now the trash overflows on the ground and sand, and they need to clean it up. Mr.



Wormull pointed out that the trash is coming from beachgoers other than those participating in the Food and Beverage program.

Discussion continued about where to put the receptacles, with Ms. Lee pointing out that the BID is (voluntarily) supplementing the City's job picking up the trash. Mr. Morris said that when the BID began, it picked up the beach garbage, above and beyond what the City did.

[Ms. Davis left at 5:16 p.m.]

Ms. MacDiarmid pointed out there is "zero service" on the beach, and people have to pay for chairs and umbrellas.

Mr. Cook said that in Miami Beach/South Beach, the beach in front of the hotels is managed by the hotels there, but the hotels here do not have that choice. He talked about the chair and umbrella concession service provided by the "forced" joint venture of the Boucher Brothers and the Perry Brothers. Mr. Morris provided a brief history of the concessions.

Mr. Cook believed they would have much better service if they could provide the chair and umbrella service themselves. Chair Fernandez advocated that they stand together and be vocal with the City and the service provider about the lack of service being provided. Several members spoke of customer complaints about the service.

Returning to the beach cleaning issue, Ms. Lee mentioned that the BID originally put in \$400,000 for cleaning was because the City budget had been cut due to the economic downturn.

Mr. Morris suggested that the BID request a delay of the RFP for the concession contract, so that the BID could review it.

Mr. Roy said people are using the trash cans for getting sick in and said they smell horrible. They have to be power-washed, and he wondered how they would get the equipment to the lifeguard station if the cans were located there.

Chair Fernandez said that he and Mr. Morris will discuss locations for the receptacles and send them out.

Ms. Lee announced that the Marketing Plan CVB presentation and tradeshow has been rescheduled for December 1, 2016.

Upon motion duly made and seconded, the meeting was adjourned at 5:26 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Beach Business Improvement District Advisory Committee

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Attachments:

PowerPoint on the 207 Air Show – Bryan Lilley

PowerPoint on Friday Night Sound Waves – Arianne Glassman

2017 Special Events Calendar (draft) – Dan Barnett